

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/015578-2024>

Contract

Framework Agreement for the provision of Get Started and Grow Business Services

Staffordshire County Council
Cannock Chase District Council
Stafford Borough Council
South Staffordshire District Council
East Staffordshire Borough Council
Lichfield District Council
Newcastle-under-Lyme Borough Council
Staffordshire Moorlands District Council
Tamworth Borough Council

F03: Contract award notice

Notice identifier: 2024/S 000-015578

Procurement identifier (OCID): ocds-h6vhtk-043b64

Published 16 May 2024, 1:57pm

Section I: Contracting authority

I.1) Name and addresses

Staffordshire County Council

STAFFORD

Email

michelle.davies@staffordshire.gov.uk

Telephone

+44 1785277116

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.staffordshire.gov.uk/Homepage.aspx>

Buyer's address

<https://supplierlive.proactisp2p.com/Account/Login>

I.1) Name and addresses

Cannock Chase District Council

Cannock

Email

michelle.davies@staffordshire.gov.uk

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.cannockchasedc.gov.uk/>

I.1) Name and addresses

Stafford Borough Council

Stafford

Email

michelle.davies@staffordshire.gov.uk

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.staffordbc.gov.uk/>

I.1) Name and addresses

South Staffordshire District Council

South Staffordshire

Email

michelle.davies@staffordshire.gov.uk

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.sstaffs.gov.uk/>

I.1) Name and addresses

East Staffordshire Borough Council

East Staffordshire

Email

michelle.davies@staffordshire.gov.uk

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.eaststaffsbc.gov.uk/>

I.1) Name and addresses

Lichfield District Council

Lichfield

Email

michelle.davies@staffordshire.gov.uk

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.lichfielddc.gov.uk/>

I.1) Name and addresses

Newcastle-under-Lyme Borough Council

Newcastle

Email

michelle.davies@staffordshire.gov.uk

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.newcastle-staffs.gov.uk/>

I.1) Name and addresses

Staffordshire Moorlands District Council

Staffordshire Moorlands

Email

michelle.davies@staffordshire.gov.uk

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.staffsmoorlands.gov.uk/>

I.1) Name and addresses

Tamworth Borough Council

Tamworth

Email

michelle.davies@staffordshire.gov.uk

Country

United Kingdom

Region code

UKG2 - Shropshire and Staffordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.tamworth.gov.uk/>

I.2) Information about joint procurement

The contract involves joint procurement

I.4) Type of the contracting authority

Regional or local Agency/Office

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Framework Agreement for the provision of Get Started and Grow Business Services

Reference number

IA3325

II.1.2) Main CPV code

- 79400000 - Business and management consultancy and related services

II.1.3) Type of contract

Services

II.1.4) Short description

Staffordshire County Council (SCC) was successful in awarding to

Lot 1 - Get Started and grow in Marketing Services, Website build, Logo and Branding

Lot 2 - Get Started and grow in Social Media and Digital Marketing

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £300,000

II.2) Description

II.2.1) Title

Get Started and grow in Marketing Services, Website build, Logo and Branding

Lot No

1

II.2.2) Additional CPV code(s)

- 79411100 - Business development consultancy services

II.2.3) Place of performance

NUTS codes

- UKG2 - Shropshire and Staffordshire

Main site or place of performance

Staffordshire

II.2.4) Description of the procurement

An open over threshold tender was completed to award a Framework Agreement for the provision of Get Started and Grow Business Services.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20

Price - Weighting: 80

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Get Started and grow in Social Media and Digital Marketing

Lot No

2

II.2.2) Additional CPV code(s)

- 79411100 - Business development consultancy services

II.2.3) Place of performance

NUTS codes

- UKG2 - Shropshire and Staffordshire

Main site or place of performance

Staffordshire

II.2.4) Description of the procurement

The Council used an open over threshold process to award a Framework Agreement for the provision of Get Started and Grow Business Services.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20

Price - Weighting: 80

II.2.11) Information about options

Options: Yes

Description of options

Option to extend by 3 x 12 months to the 12th May 2026, 12th May 2027 and 12th May 2028

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-005488](#)

Section V. Award of contract

Lot No

1

Title

Get Started and grow in Marketing Services, Website build, Logo and Branding

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 May 2024

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 13

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Distribute Digital Limited

Birmingham

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

Companies House

12136431

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £150,000

Section V. Award of contract

Lot No

1

Title

Get Started and grow in Marketing Services, Website build, Logo and Branding

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 May 2024

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 13

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Cash Cow Marketing Limited

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

216961724

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £150,000

Section V. Award of contract

Lot No

2

Title

Get Started and grow in Social Media and Digital Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 May 2024

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Concept Marketing Communications

Hertfordshire

Country

United Kingdom

NUTS code

- UKG1 - Herefordshire, Worcestershire and Warwickshire

Justification for not providing organisation identifier

Sole trader

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £150,000

Section V. Award of contract

Lot No

2

Title

Get Started and grow in Social Media and Digital Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 May 2024

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Electrify Marketing & Communications

West Lothian

Country

United Kingdom

NUTS code

- UKM - Scotland

Companies House

SC522448

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £150,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Staffordshire County Council

Stafford

Country

United Kingdom